

IT company expands to Montague

by Stella Shepard

Business Expansion

Combat Computers Inc. offers computer-related sales and on-site and mobile technical support.

Steve vanDuinkerken of Charlottetown founded the company in 1998. The business started in a small shop in Cornwall. In 2003, the company relocated to a larger space in Charlottetown. In 2007, the company moved again to an even larger location to meet the growing demands of the business.

The company continues to grow and prosper. In November, Steve opened a second location in Montague, and there are plans to open stores in Summerside and O'Leary within the year.

"Combat has a lot of loyal customers who have been with us from the beginning," says Steve. "Our many customers in the Montague area will no longer have to travel to our Charlottetown location, saving them traveling time."

Recipe for success

"Excellent customer service is the key to our growth and expansions," says Steve. "We treat all our customers equally regardless if they are an average consumer or a million dollar company. Customers need to be top priority for any business to succeed."

"Speedy service and quality workmanship are crucial to success in this business. Computer repairs is a highly demanding market. We are living in an era where people of all ages communicate through computers. Consumers need their computer system repaired without having to wait too long. Quicker service results in more customers."

Younger consumers

"Almost every household has at least one computer," says Steve. "Consumers are no longer just for adults and business operators. Preschoolers and students of all ages use computers for entertainment, school projects, and social networking. This is another reason for an increase in our sales and technical support services."

Staffing

Combat Computers Inc. has a staff of eight that include technical support service, sales, and accounting at the Charlottetown location. A computer technician was hired for the Montague location. There are plans to hire about six more sales and technical support service staff within the year for the future locations in Summerside and O'Leary.



Combat Computers Inc., based in Charlottetown, has expanded to Montague. "There is a lot of potential to grow our company in the eastern and western ends of the province," says Steve vanDuinkerken, President.

"The sales staff must have computer-related knowledge and provide excellent customer service," says Steve. "Computer technicians should have **A+ certification** with a college or university education in Information Technology."

"Good work ethics and reliability are important qualities in the workplace. I need people who are willing and ready to work every day, and who I can trust to work on their own without supervision."

Hiring methods

"It can be challenging hiring the right person for the job," says Steve. "I have advertised for sales and technical support staff on an Internet job board. Instead of local inquiries, I received about 30 messages from job seekers around the globe. I prefer to hire people who live in the area."

"My method of advertising has changed. I now prefer to hire through word-of-mouth. It makes a big difference when I hire someone who is recommended by someone I know. When hiring through word-of-mouth, I already have a good reference before meeting the potential employee."

"I now prefer to hire through word-of-mouth," says Steve vanDuinkerken

"Larger companies are also changing from advertising to hiring people through word-of-mouth. It's easier to screen job applicants when they don't receive too many applications."

Services

"We are a very diversified team," says Steve. "We do on-site phone installation, network cabling, printer and phone repairs, and installing and setting up high-end servers for demanding jobs."

"The company offers a large inventory of new and used stock to meet the needs of today's customer."

For more information, contact **Steve vanDuinkerken** at **892-7283** or **361-7283** or visit the website at www.combatcomputers.com



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